I claim:

1. An embossing pad comprising:

an elastomeric pad for use in a press for embossing a media with an embossing template, wherein the elastomeric embossing pad deforms during pressing to spread the press forces over the embossing template.

2. The embossing pad defined in claim 1 wherein the embossing pad has a hardness from about A20 shore to about A80 shore.

3. The embossing pad defined in claim 2 wherein the embossing pad has a hardness from about A40 shore to about A65 shore.

4. The embossing pad defined in claim 1 wherein the embossing pad is formed of rubber.

5. The embossing pad defined in claim 1 wherein the embossing pad is synthetic.

6. The embossing pad defined in claim 1 wherein the embossing pad is formed of vinyl.

7. The embossing pad defined in claim 1 wherein the embossing pad is formed of silicone.

8. The embossing pad defined in claim 1 wherein the embossing pad is formed of a polymer.

9. The embossing pad defined in claim 1 wherein the embossing pad is formed of urethane.

10. The embossing pad defined in claim 1 wherein the embossing pad comprises first and second surfaces disposed opposite each other for placement between a press member and the embossing template.

11. A method of embossing a media with a press comprising:

placing a media against an embossing template;

placing an elastomeric embossing pad having a preselected hardness against the media; and

pressing the media, the embossing template and the embossing pad in the press to emboss the media with the embossing template.

12. The method defined in claim 11 wherein the pressing step includes deforming the elastomeric embossing pad thereby spreading the press forces over the embossing template to emboss the media.

13. The method defined in claim 11 wherein the elastomeric embossing pad has a hardness from about A20 shore to about A80 shore.

14. The method defined in claim 13 wherein the elastomeric embossing pad has a hardness from about A40 shore to about A65 shore.

15. The method defined in claim 11 further comprising selecting the hardness of the elastomeric embossing pad to adjust the amount of deformation of the elastomeric embossing pad thereby adjusting the spread of press forces during the pressing step.

16. The method defined in claim 15 wherein the selecting step comprises selecting an embossing pad having a lower hardness to increase the spread of press forces over the embossing template.

17. The method defined in claim 15 wherein the selecting step comprises selecting an embossing pad having a higher hardness to decrease the spread of press forces over the embossing template.

18. The method defined in claim 11 further comprising selecting the hardness of the elastomeric embossing pad to adjust the amount of deformation of the elastomeric embossing pad thereby adjusting the pressure applied to the

embossing template and the media by the press forces during the pressing step.

19. The method defined in claim 18 wherein the selecting step comprises selecting an embossing pad having a lower hardness to reduce the pressure applied to the embossing template and the media by the press forces more than using an embossing pad having a higher hardness.

20. The method defined in claim 18 wherein the selecting step comprises selecting an embossing pad having a higher hardness to reduce the pressure applied to the embossing template and the media by the press forces less than using an embossing pad having a lower hardness.

21. The method defined in claim 11 wherein the embossing template is an embellishing die.

22. The method defined in claim 21 wherein the embossing template is an embossing die.

23. The method defined in claim 11 wherein the embossing template is not a die.

24. The method defined in claim 11 further comprising placing a platen plate assembly against the elastomeric embossing pad, and the pressing step includes pressing the media, the embossing template, the elastomeric embossing pad, and the platen plate assembly.

25. The method defined in claim 24 wherein the platen plate assembly includes first and second portions and the pressing step includes pressing the media, the embossing template, and the embossing pad between the first and second portions.

26. The method defined in claim 24 wherein the platen plate assembly is formed of high density polyethylene.

27. A system for embossing media with an embossing template comprising:

a press having press members for creating press forces for pressing the media against the embossing template; and

an elastomeric embossing pad disposed between the media and the press which deforms during pressing to spread the press forces over the embossing template.

28. The system defined in claim 27 wherein the elastomeric embossing pad has a hardness from about A20 shore to about A80 shore.

29. The system defined in claim 28 wherein the elastomeric embossing pad has a hardness from about A40 shore to about A65 shore.

30. The system defined in claim 27 wherein the elastomeric embossing pad is formed of rubber.

31. The system defined in claim 27 wherein the embossing pad is synthetic.

32. The system defined in claim 27 wherein the embossing pad is formed of vinyl.

33. The system defined in claim 27 wherein the embossing pad is formed of silicone.

34. The system defined in claim 27 wherein the embossing pad is formed of a polymer.

35. The system defined in claim 27 wherein the embossing pad is formed of urethane.

36. The system defined in claim 27 further comprising:

a rigid platen plate for pressing with the media, the embossing

template and elastomeric pad.

37. The system defined in claim 36 wherein the platen plate further comprises first and second portions for receiving the media, embossing template and elastomeric embossing pad therebetween during pressing.

38. The system defined in claim 36 wherein the platen plate assembly is formed of high density polyethylene.

39. The system defined in claim 27 wherein the press is a roller press.

40. The system defined in claim 27 wherein the press is not a roller press.

41. The system defined in claim 27 wherein the elastomeric embossing pad deforms reducing the pressure applied to the embossing template and the media by the press forces during pressing.